

Sales/ Marketing manager

Sales managers organise, coach and lead teams of sales representatives to work towards agreed targets.

You'll be responsible for a team of sales representatives ('reps') that sell a particular type of product, or work with a certain type of customer, like business to business sales.

Your day-to-day duties might include:

- recruiting and training sales staff
- allocating areas to sales reps
- developing sales strategies and setting sales targets
- providing feedback and coaching to team members
- monitoring the team's performance and motivating them to reach targets
- compiling and analysing sales figures
- reporting back to senior managers
- keeping up to date with products and competitors

In some jobs you might also handle major customer accounts, or be involved with marketing as well as sales.

UK Prospects

**Business and public service
associate professionals (SOC2)**

UK growth: +11.9% from 2017 to 2027,
East Midlands growth: +12.1% from
2017 to 2027

**Sales, marketing and related
associate professionals (SOC3)**

East Midlands annual median: £41,149



Skills You'll need:

- IT, budget and report writing skills
- excellent sales and negotiation skills
- the ability to motivate and lead a team
- excellent communication and 'people skills'
- good planning and organisational skills
- the ability to work calmly under pressure

Related career profiles

You may also be interested in:

[Customer service manager](#)

[Marketing manager](#)

[Medical sales representative](#)



UK Entry Requirements

You'll need proven experience in sales, with a good record of achieving targets.

Once you reach management level, most employers will consider your sales and management experience, market knowledge and track record to be more important than your academic qualifications.

You could be considered for specialist sales management jobs if your expertise comes from a background in the designing or manufacturing of the products your team are selling.

You may need an HND or degree for some jobs that involve selling hi-tech scientific or engineering equipment, or a second language for sales jobs that involve travelling around the world to meet customers.

**These university subjects
are related to this career:**

[Business and Management](#)
[English](#)
[Marketing](#)



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Studying Marketing at University

Let's hear from this first year student studying Marketing at the University of Chester

<https://cdn.unifrog.org/video/m3gn5orfxl/480.mp4>



What qualifications do you need to study Marketing at university?

Level 2 (e.g. GCSEs)

You will be expected to have achieved at least five passes at grade 4 or higher, including Maths and English.

Level 3 (e.g. A-Levels, BTECs, IB, GP)

Most universities will expect you to have three subject passes at this level, with the more popular degrees requiring you to have achieved A or B grades.